

## **Advertising and Sponsorships**

### **Restrictions**

All district-wide advertising and corporate sponsorship programs shall conform to contemporary standards of good taste in the community. Preferred advertising includes messages that encourage student achievement and the establishment of high standards of personal conduct. To that end, such programs may not:

1. Promote the use of controlled substances, alcohol, tobacco, firearms, or other products or services that constitute violations of law or of Board policies and district regulations.
2. Promote hostility, disorder or violence, or attack any ethnic, racial, gender or religious group.
3. Promote, favor or oppose the candidacy of any person for election or any ballot issue.
4. Promote any religious or political point of view.
5. Be obscene or pornographic as defined by prevailing community standards throughout the district.
6. Use any district or school logo, mascots or name without prior approval from district officials.
7. Prohibit students or staff members from the use or incidental display of the products of competitors on school property.
8. Require minimum sales quotas.

### **Advertising at a school**

Principals are authorized to permit advertising at or related to their schools in accordance with the terms and conditions of the accompanying Board policy unless otherwise determined by the superintendent. The appropriateness of revenue and/or in-kind benefits to be received through such advertising and the terms of written agreements for such advertising are subject to approval by the chief financial officer and Board, as appropriate.

### **District-wide advertising**

The director of communications is authorized to permit district-wide advertising in accordance with the terms and conditions of the accompanying Board policy and this regulation unless otherwise determined by the Board or the superintendent. The appropriateness of revenue and/or in-kind benefits to be received through such advertising, and the terms of written agreements for such advertising, are subject to approval by the chief financial officer and Board, as appropriate.

District-related advertising agreements shall be in writing. The term of all district-related advertising agreements shall either not exceed one (1) year, or shall be subject to cancellation without penalty in the district's sole discretion at least annually, unless otherwise approved in writing by the Board or the superintendent.

When there is insufficient space or time available to simultaneously accommodate all appropriate advertising requests in a particular district venue or media, the administrator authorized to permit such advertising agreements shall develop written guidelines to provide an equitable schedule for the different advertisers to access such venue/media.

### **Education Foundation advertising**

The Education Foundation for the St. Vrain Valley (“Education Foundation”) is a non-profit entity with its sole mission to support only the district, thus indirectly financially benefitting the district. Distribution of materials submitted to the district and its schools by the Education Foundation shall be permitted as advertising that is of benefit to the district or individual schools pursuant to Policy KHB and this accompanying regulation and shall be subject to the restrictions, terms, and conditions set forth in an agreement between the two parties. The director of communications is authorized to permit Education Foundation-approved district-wide advertising in students’ Thursday folders in accordance with the terms and conditions of that agreement, the accompanying Board policy, and this regulation, unless otherwise determined by the Board or superintendent.

### **Permissible district venues and media for advertising**

The following district venues and media may be used for advertising:

- Concessions at district or school ceremonies, performances, athletic events and other activities may display advertising that reasonably indicates items available for sale.
- Vending machines may display advertising that reasonably indicates the items available for sale.
- School-based food service and school supply vendors may display advertising that reasonably indicates the items available for sale.
- District and school publications may contain advertising as determined by the administrator responsible for the publication, subject to approval by the communications director (for district publications) or the school principal (for school publications).
- Printed programs that contain advertising may be distributed with or without charge in connection with district or school ceremonies, performances, athletic events and other activities.
- District-approved fundraisers may be publicized on district, school and program websites and web pages. Any other web-based advertising is only authorized on webpages specifically designated for that purpose by the director of communications.
- Advertising on school buses is limited to exterior advertising only, restricted to the side, rear quarter panels of buses and subject to Colorado Department of Education (CDE) guidelines. School bus advertising will be authorized by the Board and monitored by the director of transportation.
- Students’ Thursday folders, restricted only to the use of flyers through the Education Foundation-approved advertising.

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St. Vrain Valley School District RE-1J, Longmont, Colorado